

## ORDER



KRQE

**Orders**  
**Order / Rev:** 196381  
**Alt Order #:** 06839114  
**Product Desc:** DSCC  
**Estimate:** 1566  
**Flight Dates:** 08/07/12 - 08/13/12  
**Original Date / Rev:** 08/06/12 / 08/06/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/DSCC IE  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN3307/TO232

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	31	\$16,075.00	\$13,663.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	31	\$16,075.00	\$13,663.75	0.00
<b>Totals</b>	<b>31</b>	<b>\$16,075.00</b>	<b>\$13,663.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
KROE	28%	\$16,075.00
Market	100%	\$57,410.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
KASA	14%	\$8,037.50
KASY	0%	\$0.00
KBIM	0%	\$0.00
KLUZ	0%	\$0.00
KOAT	35%	\$20,093.75
KOB	23%	\$13,204.46
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KREZ	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

TAX 956,46

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	08/07/12	08/13/12	M-F KROE News 13 @ Noon	CM	12p-1230p	MTWTF--	:30	3	\$550.00	P2	0.00	NM	3	\$1,650.00
KROE NEWS 13 @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	MTWTF--			3			\$550.00		0.00			
E 2	All	08/07/12	08/13/12		CM	3p-4p	MTWTF--	:30	3	\$300.00	P2	0.00	NM	3	\$900.00

Order / Rev: 196381  
Alt Order #: 06839114  
Flight Dates: 08/07/12 - 08/13/12

Advertiser: POL/DSCC IE  
Product Desc: DSCC  
Estimate: 1566  
KRQE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Dr. Phil Dr. Phil DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 MTWTF-- 3 \$300.00 0.00														
E 3	All	08/07/12	08/13/12	CBS This Morning CBS Early Show M-F 7a-9a	CM	CBS Early Show MTWTF--	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
THE EARLY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 MTWTF-- 2 \$300.00 0.00														
E 4	All	08/07/12	08/13/12	CBS Evening News CBS Evening News	CM	5p-530p MTWTF--	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
CBS EVENING NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 MTWTF-- 1 \$1,000.00 0.00														
E 5	All	08/07/12	08/13/12	KRQE News 13 @530p KRQE News 13 @530p	CM	530p-6p MTWTF--	:30	5	\$500.00	P3	0.00	NM	5	\$2,500.00
KRQE NEWS 13 @ 530P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 MTWTF-- 5 \$500.00 0.00														
E 6	All	08/07/12	08/13/12	David Letterman David Letterman	CM	1035p-1137p MTWTF--	:30	5	\$175.00	P4	0.00	NM	5	\$875.00
LATE SHOW W/DAVID LETTERMAN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 MTWTF-- 5 \$175.00 0.00														
E 7	All	08/07/12	08/13/12	LN M-F M-F KRQE News 13 @10p	CM	10p-1035p MTWTF--	:30	5	\$700.00	P4	0.00	NM	5	\$3,500.00
KRQE NEWS 13 AT 10P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 MTWTF-- 5 \$700.00 0.00														
E 8	All	08/07/12	08/13/12	M-F 6p-630p Jeopardy	CM	M-F 6p-630p MTWTF--	:30	2	\$700.00	P3	0.00	NM	2	\$1,400.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 MTWTF-- 2 \$700.00 0.00														
E 9	All	08/07/12	08/10/12	M-F 630p-7p Wheel of Fortune	CM	M-F 630p-7p -TWTF--	:30	3	\$850.00	P3	0.00	NM	3	\$2,550.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -TWTF-- 3 \$850.00 0.00														
E 10	All	08/11/12	08/11/12	Sat Hour 1 Sat Prime Hour 1	CM	7p-8p -----S-	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
COMEDYTIME/ COMEDYTIME N/A w/o 8/20 & 9/3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -----S- 1 \$600.00 0.00														
E 11	All	08/12/12	08/12/12	LN Su Su KRQE News 13@10	CM	10p-1035p -----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -----S 1 \$500.00 0.00														

\*Tax 1 Note: NM Gross Rec Tax ALB 7%

Totals 31 \$16,075.00

Rep Order# 6839114  
EC'd Yes

Ver# 1  
Status New

Traffic Order# 196381  
Printed: 08/06/2012 1:12 PM  
Last Received: 08/06/2012 1:11 PM  
Showing Buylines: All Lines

1 of 2

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) DSCC IE  
Product DSCC  
Estimate# 1566  
Buyer Dan Nagelberg  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1566  
Flight Dates 08/07/2012 - 08/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---  
SC=

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		KRQE NEWS 13 @ NOON	08/07-08/13	\$550.00 2	:30	3	1	TU-F,M	12P-1230P	\$1,650.00	3	
2		DR. PHIL	08/07-08/13	\$300.00 2	:30	3	1	TU-F,M	3P-4P	\$900.00	3	
3		THE EARLY SHOW	08/07-08/13	\$300.00 2	:30	2	1	TU-F,M	7A-9A	\$600.00	2	
4		CBS EVENING NEWS	08/07-08/13	\$1,000.00 2	:30	1	1	TU-F,M	5P-530P	\$1,000.00	1	
5		KRQE NEWS 13 @ 530P	08/07-08/13	\$500.00 3	:30	5	1	TU-F,M	530P-6P	\$2,500.00	5	
6		LATE SHOW W/DAVID LETTERMAN	08/07-08/13	\$175.00 4	:30	5	1	TU-F,M	1035P-1137P	\$875.00	5	
7		KRQE NEWS 13 AT 10P	08/07-08/13	\$700.00 4	:30	5	1	TU-F,M	10P-1035P	\$3,500.00	5	
8		JEOPARDY	08/07-08/13	\$700.00 3	:30	2	1	TU-F,M	6P-630P	\$1,400.00	2	
9		WHEEL OF FORTUNE	08/07-08/10	\$850.00 3	:30	3	1	TU-F	630P-7P	\$2,550.00	3	
10		COMEDYTIME/ COMEDYTIME Buyline Comment: N/A W/O 8/20 & 9/3	08/11-08/11	\$600.00 3	:30	1	1	SA	7P-8P	\$600.00	1	
11		NEWS	08/12-08/12	\$500.00 4	:30	1	1	SU	10P-1037P	\$500.00	1	

---REPORT TOTALS---

TAX 956.46

Rep Order# 6839114 Ver# 1 Status New  
EC'd Yes Traffic Order#  
Printed: 08/06/2012 1:12 PM  
Last Received: 08/06/2012 1:11 PM  
Showing Buylines: All Lines

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) DSCC IE  
Product DSCC  
Estimate# 1566  
Buyer Dan Nagelberg  
Phone#  
Fax#  
Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1566  
Flight Dates 08/07/2012 - 08/13/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Report Totals: 31 / \$16,075.00

---SALES MONTHLY TOTALS---

Aug 12: 31 / \$16,075.00  
Sales Totals: 31 / \$16,075.00  
Station Totals: 31 / \$16,075.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$57,411	CABL 0%	KASA 14%	KASY 0%	KBIM 0%	KOAT 35%
		KOB 23%	KRQE 28%	KWBQ 0%		

---COMPETITIVE COMMENTS---

NEW ORDER  
EST SHARES

Books NOV12  
Demos RA35+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

# Spot Manager: All, 08/07/12-08/13/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/07/12												
Station: KRQE												
06839114	POL/DSCC IE	196381	CBS This Mornin	CBS Early St	:30	P2	[ALL]	DSCC	1566	8:10:11 AM	DSCCNM2012I	\$300.00
06839114	POL/DSCC IE	196381	KRQE News 13	(530p-6p	:30	P3	[ALL]	DSCC	1566	5:40:05 PM	DSCCNM2012I	\$500.00
06839114	POL/DSCC IE	196381	M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	DSCC	1566	6:11:41 PM	DSCCNM2012I	\$700.00
06839114	POL/DSCC IE	196381	M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	DSCC	1566	6:36:52 PM	DSCCNM2012I	\$850.00
06839114	POL/DSCC IE	196381	LN M-F	10p-1035p	:30	P4	[ALL]	DSCC	1566	10:31:21 PM	DSCCNM2012I	\$700.00
06839114	POL/DSCC IE	196381	David Letterman	1035p-1137p	:30	P4	[ALL]	DSCC	1566	11:10:21 PM	DSCCNM2012I	\$175.00
												\$3,225.00
												\$3,225.00
Date: 08/08/12												
Station: KRQE												
06839114	POL/DSCC IE	196381	Dr. Phil	3p-4p	:30	P2	[ALL]	DSCC	1566	3:47:51 PM	DSCCNM2012I	\$300.00
06839114	POL/DSCC IE	196381	KRQE News 13	(530p-6p	:30	P3	[ALL]	DSCC	1566	5:39:00 PM	DSCCNM2012I	\$500.00
06839114	POL/DSCC IE	196381	M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	DSCC	1566	6:45:08 PM	DSCCNM2012I	\$850.00
06839114	POL/DSCC IE	196381	LN M-F	10p-1035p	:30	P4	[ALL]	DSCC	1566	10:30:43 PM	DSCCNM2012I	\$700.00
06839114	POL/DSCC IE	196381	David Letterman	1035p-1137p	:30	P4	[ALL]	DSCC	1566	10:59:47 PM	DSCCNM2012I	\$175.00
												\$2,525.00
												\$2,525.00
Date: 08/09/12												
Station: KRQE												
06839114	POL/DSCC IE	196381	M-F KRQE News 12p-1230p		:30	P2	[ALL]	DSCC	1566	12:14:42 PM	DSCCNM2012I	\$550.00
06839114	POL/DSCC IE	196381	KRQE News 13	(530p-6p	:30	P3	[ALL]	DSCC	1566	5:53:00 PM	DSCCNM2012I	\$500.00
06839114	POL/DSCC IE	196381	LN M-F	10p-1035p	:30	P4	[ALL]	DSCC	1566	10:25:16 PM	DSCCNM2012I	\$700.00
06839114	POL/DSCC IE	196381	David Letterman	1035p-1137p	:30	P4	[ALL]	DSCC	1566	10:59:30 PM	DSCCNM2012I	\$175.00
												\$1,925.00
												\$1,925.00
Date: 08/10/12												
Station: KRQE												
06839114	POL/DSCC IE	196381	M-F KRQE News 12p-1230p		:30	P2	[ALL]	DSCC	1566	12:16:11 PM	DSCCNM2012I	\$550.00
06839114	POL/DSCC IE	196381	Dr. Phil	3p-4p	:30	P2	[ALL]	DSCC	1566	3:20:01 PM	DSCCNM2012I	\$300.00
06839114	POL/DSCC IE	196381	KRQE News 13	(530p-6p	:30	P3	[ALL]	DSCC	1566	5:57:43 PM	DSCCNM2012I	\$500.00
06839114	POL/DSCC IE	196381	M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	DSCC	1566	6:37:08 PM	DSCCNM2012I	\$850.00
06839114	POL/DSCC IE	196381	LN M-F	10p-1035p	:30	P4	[ALL]	DSCC	1566	10:24:36 PM	DSCCNM2012I	\$700.00
06839114	POL/DSCC IE	196381	David Letterman	1035p-1137p	:30	P4	[ALL]	DSCC	1566	11:16:25 PM	DSCCNM2012I	\$175.00
												\$3,075.00
												\$3,075.00
Date: 08/11/12												
Station: KRQE												
06839114	POL/DSCC IE	196381	Sat Hour 1	7p-8p	:30	P3	[ALL]	DSCC	1566	7:57:55 PM	DSCCNM2012I	\$600.00
												\$600.00
												\$600.00
Date: 08/13/12												
Station: KRQE												
06839114	POL/DSCC IE	196381	CBS This Mornin	CBS Early St	:30	P2	[ALL]	DSCC	1566	8:45:01 AM	DSCCNM2012I	\$300.00
06839114	POL/DSCC IE	196381	M-F KRQE News 12p-1230p		:30	P2	[ALL]	DSCC	1566	12:09:53 PM	DSCCNM2012I	\$550.00
06839114	POL/DSCC IE	196381	Dr. Phil	3p-4p	:30	P2	[ALL]	DSCC	1566	3:56:21 PM	DSCCNM2012I	\$300.00
06839114	POL/DSCC IE	196381	CBS Evening Ne	5p-530p	:30	P2	[ALL]	DSCC	1566	4:58:26 PM	DSCCNM2012I	\$1,000.00
06839114	POL/DSCC IE	196381	M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	DSCC	1566	6:28:25 PM	DSCCNM2012I	\$700.00
06839114	POL/DSCC IE	196381	LN M-F	10p-1035p	:30	P4	[ALL]	DSCC	1566	10:30:19 PM	DSCCNM2012I	\$700.00
												\$3,550.00
												\$3,550.00
												\$4,900.00

[Sorted by: Date]

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
-----------------------	-------

I, DAN NAGELBERG  
do hereby request station time concerning the following issue:

DSCC-IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	ORDERED			

**Total Charges:**

This broadcast time will be used by: DSCC-IE

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

OSCL-IE

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

MARTHA MCKENNA, DIRECTOR IE  
 430 S. CAPITOL ST SE  
 WASHINGTON DC 20003

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/27/12 \_\_\_\_\_ 202-338-8700  
 Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
 Signature Printed Name Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.